

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

- 1            **Claim 1 (currently amended):** ~~System for the visualizationA~~  
2        system for visualizing information, in particular product  
3        information, at selected visualization locations ~~through the~~  
4        ~~organization~~ by organizing and controlling ~~of the~~ visualization  
5        content from ~~any~~ administration locations, ~~which are not the~~  
6        visualization locations differing from the administration  
7        locations, comprising:  
8        ~~characterized by one or several administration unit(s), which~~  
9        ~~organize(s) and maintain(s) in readiness the administration of~~  
10       ~~the visualization information, which are driven automatically by~~  
11       ~~at least one, in preference a multitude of visualization units~~  
12       ~~carrying out the visualization automatically, in order to collect~~  
13       ~~the product information maintained in readiness for the~~  
14       ~~visualization and to play it back automatically~~  
15            - one or more administration(s) unit located at the  
16        administration locations, comprising data storage means,  
17            - one or more visualization unit(s) located at the  
18        visualization locations, comprising data storage means and  
19        display means,  
20            - the visualization unit(s) being configured to carry  
21        out the visualization automatically by repeatedly playing back  
22        predetermined media elements representing the product  
23        information,  
24            - the administration unit(s) being configured to

25 organize and maintain in readiness said media elements and  
26 administrative information representing at least one of  
27 - a sequence in which said media elements are to  
28 be displayed and  
29 - a time at which said media elements are to be  
30 displayed,  
31 - the administration unit(s) being configured to, upon  
32 receiving an update enquiry from the visualization unit(s),  
33 automatically collect and transmit to the visualization unit(s)  
34 at least one of said media elements and said administrative  
35 information.

1 **Claim 2 (currently amended):** ~~System in accordance with~~The  
2 system according to claim 1, characterized in that the  
3 administration units, which organize the visualization  
4 information and maintain it in readiness for the visualization  
5 units carrying out the visualization, wherein the administration  
6 unit(s) are further configured to communicate as internet  
7 suppliers in the internet through the internet network or by  
8 means of an intranet as servers, and wherein and its network as  
9 server with the terminals, resp., clients for the visualization  
10 through channels and these terminals as unitsthe visualization  
11 unit(s) are terminals configured as clients and these clients,  
12 being units for automatically obtaining and processing the data  
13 ~~on offer~~provided by the servers, are assigned to one or to  
14 several servers.

1 **Claim 3 (currently amended):** ~~System in accordance with~~The

2     ~~system according to~~ one of the claims 1 or 2, ~~characterized in~~  
3     ~~that wherein~~ the servers are service provider servers and that the  
4     terminals, ~~resp., clients~~ are computer-assisted visualization  
5     installations at sales outlets, ~~resp., ,points of sale'~~ and that  
6     they exchange data through channels.

1             **Claim 4 (currently amended):** ~~Method for the organization~~  
2     ~~of the administration of the units organizing and maintaining in~~  
3     ~~readiness the visualization information in accordance with~~~~The~~  
4     ~~system according to~~ one of the claims 1 or 2, ~~characterized in~~  
5     ~~that wherein~~ the administration of the visualization information  
6     is organized and maintained in readiness for the ~~call up~~retrieval  
7     in the form of a fixed data model by means of linked tables.

1             **Claim 5 (currently amended):** ~~Method in accordance with~~~~The~~  
2     ~~system according to~~ claim 4, ~~characterized in that wherein~~ the  
3     data model contains at least ~~the tables for the definition of the~~  
4     ~~channels, for the definition of the product programme, for the~~  
5     ~~definition of the product programme content and for the~~  
6     ~~definition of the article master~~  
7             -     a channel table defining channels,  
8             -     a product programme table defining at least times at  
9     which given programmes are to be displayed, and allowing to  
10    associate several product programmes with a given channel,  
11             -     an article master table defining a media element,  
12             -     a product programme content table defining at least a  
13    sequence of media elements, and allowing to associate several  
14    product programme content units with a given product programme,

15        and allowing to associate several product programme content units  
16        with a given article master.

1            ~~Claim 6 (currently amended): Method in accordance with~~  
2        ~~claim 1 characterized in that the server/~~The system according to  
3        claim 2, wherein the servers through a web outlet with a  
4        hierarchic structure ~~is organized/~~are organized in such a manner,  
5        that for the automatically enquiring terminals, depending on  
6        ~~the~~their authorization, the data maintained in readiness for them  
7        are released for downloading.

1            ~~Claim 7 (currently amended): Method for the automatic~~  
2        ~~running of a terminal in accordance with~~The system according to  
3        one of the claims 1 or 2, ~~characterized in that the automatic~~  
4        ~~running of the enquiry and the working off through Daemons is~~  
5        ~~implemented in a program file (COM-File) associated in such a~~  
6        ~~manner, that individual Daemons are mutually connected to become~~  
7        ~~a Super-Daemon~~wherein the visualization unit(s) are configured  
8        to operate automatically by means of asynchronous execution of  
9        separate program files, said program files defining Daemons for  
10       creating the update enquiry and the handling of the media  
11       elements and the administration information.

1            ~~Claim 8 (currently amended): Method in accordance with~~The  
2        system according to claim 7, further comprising:

3            a program association of Daemons in the form of program  
4        files ~~(for example, COM-files)~~ in such a manner[[,]] that a  
5        control Daemon fed by a master application on the one hand drives

6 a Publish-Daemon, which for its part drives a Display-Daemon and  
7 on the other hand a Connection-Daemon, and a Pull-Daemon,  
8 ~~whereby~~wherein the Control-Daemon, the Publish-Daemon and the  
9 Display-Daemon have a time-dependent self-starting function.

1 **Claim 9 (currently amended):** ~~Method in accordance with~~The  
2 system according to claim 7, ~~characterized in that~~wherein a  
3 ~~control-function, resp.,~~ Daemon together with a publish ~~function,~~  
4 ~~resp.,~~ --Daemon form a super function, ~~resp.,~~ Super-Daemon, with  
5 ~~the help~~by means of which the terminal function runs  
6 automatically.

1 **Claim 10 (currently amended):** Arrangement for the  
2 realization of the system in accordance with claim 1, ~~consisting~~  
3 ~~of comprising:~~  
4 at least one server for ~~the administration of~~administering  
5 the administration unit(s) ~~organizing and maintaining in~~  
6 ~~readiness visualization information~~ and at least one terminal  
7 ~~for serving as~~ the visualization unit(s) ~~automatically~~  
8 ~~carrying out the visualization, whereby,~~wherein the terminal  
9 ~~can be~~ is configured to automatically drive the server, in order to  
10 ~~collect~~retrieve from the server the product information  
11 maintained in readiness for the visualization and in order to  
12 automatically play it back.

1 **Claim 11 (currently amended):** ~~Device for the~~  
2 ~~implementation of the method~~A device for the automatic processing  
3 of visualization information at a point of sale, ~~characterized~~

4     by comprising:

5             a terminal computer, with one or several visualization  
6     device(s), which terminal computer ~~has a program, with which the~~  
7     ~~automatic running of the enquiry and working off through Daemons~~  
8     ~~is implemented in a COM-file associated in such a manner, that~~  
9     ~~individual Daemons are mutually connected together to form a~~  
10    ~~Super-Daemon~~ is configured to asynchronously execute a plurality  
11    of separate program files, said program files defining Daemons  
12             -     for creating an update enquiry and sending an update  
13    enquiry,  
14             -     for receiving, according to results of the update  
15    enquiry, at least one of media elements and administration  
16    information, and  
17             -     for processing media elements according to the  
18    administration information.

1             **Claim 12 (currently amended):** ~~Method in accordance with~~The  
2    device according to claim 11, characterized bywherein the  
3    terminal computer ~~drives with a program with~~ is configured to  
4    asynchronously execute a program association of Daemons in the  
5    form of program files ~~(for example, COM-files)~~ in such a manner,  
6    that a Control-Daemon supplied by a master application on the one  
7    hand drives a Publish-Daemon, which for its part drives a  
8    Display-Daemon and on the other hand a Connection-Daemon, and a  
9    Pull-Daemon, ~~whereby~~wherein the Control-Daemon, the  
10   Publish-Daemon and the Display-Daemon ~~have~~ each are configured to  
11   be activated by a time-dependent self-starting function at  
12   predetermined time intervals.

1           **Claim 13 (currently amended):** ~~Data~~A data storage medium  
2           containing programs for the implementation of the method in  
3           accordance with claim ~~[[4]]~~15 or 16.

1           **Claim 14 (currently amended):** ~~Data~~The data storage medium  
2           ~~in accordance with~~according to claim 13 containing a ready for  
3           installation set for at least one of the administration unit  
4           and/or the visualization unit ~~for the utilization~~.

1           **Claim 15 (new):** A method for visualizing information, in  
2           particular product information, at selected visualization  
3           locations by organizing and controlling a visualization content  
4           from administration locations that differ from the visualization  
5           locations, comprising the steps of:  
6                 -     storing, in data storage means of one or more  
7           administration unit(s) located at the administration locations,  
8           media elements representing the product information, and  
9           administrative information representing at least one of  
10                 -     a sequence in which said media elements are to  
11           be displayed and  
12                 -     a time at which predetermined media elements are  
13           to be displayed,  
14                 -     storing, in data storage means of the visualization  
15           unit(s) located at the visualization locations, media elements  
16           and administrative information,  
17                 -     automatically playing back predetermined media  
18           elements according to the administrative information, and

19 visualizing them on display means of the visualization unit(s),  
20 - automatically, generating, in the visualization  
21 unit(s), update enquiries to the administration unit(s), and,  
22 according to changes made at the administration unit(s),  
23 automatically collect and transmit to the visualization unit(s)  
24 at least one of said media elements and said administrative  
25 information.

1 **Claim 16 (new):** The method of claim 15, comprising the  
2 further step of:

3 - automatically modifying the playing back of media  
4 elements according to updates according to said transmitted  
5 administrative information.

1 **Claim 17 (new):** The method of claim 15 or 16, comprising  
2 the steps of:

3 - defining, as part of the administrative information,  
4 at least one programme comprising a sequence of programme content  
5 units, and one or more time intervals during which the programme  
6 is scheduled to be displayed,

7 - defining, as part of the administrative information,  
8 a plurality of programme content units, each programme content  
9 unit being associated with one of a plurality of media elements,

10 - displaying, by the visualization unit(s), said media  
11 elements in the specified time intervals and in the specified  
12 sequence.